"A Study of Marketing of Alphanso Mango in Sindhudurga District"

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Introduction

Mango is a fruit that is originated in India. In India the production of mango is up to 60 per cent of the total fruit production in India. Mango contains various neutering namely B, carotene, carbohydrates, vitamin 'C' and energy. India is the largest mango producer, accounting for about 50 per cent of the global mango production. In 2010-11, total mango production in India was more than 16 million tonnes. Most of the mangoes produced in India are consumed domestically and less than 5 per cent of the produced mangoes are processed and mango pulp is the main export product both in terms of volume and value. It accounts for about 20 per cent of the processed fruits and vegetables exported from India. The export of fruits and vegetables from India amounted to 50 US$ billion in 1990 and to 70US$ billion in 2000 and in 2009 it was more than 160 US$ billion.

MANGO PRODUCTION IN INDIA

During 2010 – 11 India had an area of 2.4 million hector under mango with a production of 16 million tonnes and productivity of 6.71 t/ha. The important mango producing states are Andhra Pradesh, Uttar Pradesh, Karnataka, Bihar, Gujarat, Maharashtra, Tamilnadu, West Bengal, Kerala and Orissa. Some of the popular varieties are Neelum, Bangalora, Alphonso, Rumani, Banganapalli, Kalepad, Peter, Sendhura, Jahangir, Mulgoa, Himayuddin, Mallika, Amrapali, Salem, Sindhu, Dashehari, Langra, Fajli and Totapuri.

The commercial varieties grown in India are as follows:

North India: Dashehari, Langra, S.B. Chausa, Lucknow Safeda, Ratol Gaurjeet, Bombay Green and Khasul Khas.

South India: Neelum, Banglora, Mulgoa, Suvaranarekha, Banganapalli, Rummai,Raspuri and Badami.

East India: Malda, Fazli, Himsagar, Kishenbhog, Gulabkhas and Jardalu.

West India: Alphonso, Pairi, Malkuarad, Kesar, Rajapuri and Jamadar.

The Alphonso mango is a foreign fruit that came to India through Goa along with Alfonso De Albuquerque, the Portuguese explorer and military strategist who led many Portuguese

invasions in the 1600s. From Goa, the Alphonso mango travelled to different places like Ratnagiri, other Konkan region and southern side of India as well.

The Devgad Alphonso gained distinctiveness and favorable characteristics like the pleasant fruity smell, extremely aromatic and sweet taste, becoming popular among buyers. The distinctiveness comes from geographical conditions of Devgad as well as in Ratnagiri district are not observed in other varieties grown elsewhere.

Alphonso mangoes that tasted very different from mangoes of Ratnagiri region. This was attributed to the typical weather conditions and soil characteristics in the geographical region of Devgad. The fruit from Devgad came to be popularly known as Devgad Hapus in Mumbai and fetched premium price due to its growing demand and popularity.

Review of Literature

P.S. Rangi, M.S.Siddu and Harjeeth (2002) in a study on market infrastructure in Punjab Agricultural marketing found that the regulation of markets has solved quite a few problems of agricultural marketing. The marketing of farm produce has become orderly and efficient, particularly at the assembling point. The manifold increase in the agricultural production might not have been achieved without the successful development of an efficient marketing system. The Punjab Mandi Board has provided necessary help to the farmers in the form of a) providing necessary market infrastructure b) linking all the villages to the market with pacca roads c) grading of farm produce d) market research e) market information f) even some welfare activities. The Punjab model of agricultural marketing i.e. levy of market fee on the market arrival of farm produce and investment of a part of this fee back for creating necessary market infrastructure and facilities like link roads in rural areas for still higher production and efficient marketing system is unique in the developing countries of the world.

M.S. Jairath & Bob Baulch (2002) noted that, the enforcement of market regulation in the State provided a stimulus for ensuring orderly marketing of agricultural produce. The government initiated proceedings to bring existing agricultural produce markets under the regulatory provisions. Prior to the enforcement of the Rajasthan Agricultural produce Markets Act in the year 1994, only one market in the state was of market regulation, 145 markets accounting for 38 percent of the total markets were regulated before the establishment of Rajasthan Agricultural Marketing Board. The Board in 1974 gave

impetus to this programme and by the end of 1980-81, 337 markets accounting for 88 percent of the market in the State were covered under market regulation programme.

Nita Sachan, Venkat Munagala, Saraswati Chakravarty and Niti Sharma (2013) in this article it is stated that India is worlds second largest producer of fruits and vegetables in 2011, a total of 74.878 million tonnes of were produced, India exports fresh fruits and vegetables valued nearly doubled from Rs.2,411.66 crores in 2006-07 to Rs.4801.29 crores in 2011-12. India has produced 40% of the national annual Mango fruit production. It captures 42% of the country's 24.87 million hectares land under mango fruit cultivation. A large portion of the annual output of mango fruits is processed into pulp, juices and other derivatives. The researcher examines that there are 80 processing units and Krishnagiri District has the largest cultivation of mangoes - about 3,000 farmers cultivating mangoes. A total production of 3,00,000 tonnes of fresh mango is processed annually to produce 1,50,000 tonnes of pulp. The remaining crop is sold both in the domestic and international markets. However, it is estimated that 30-35% of the produce perishes before it reaches the end customer owing to operational inefficiencies during harvest, storage, grading, transportation, packaging and distribution.

R.N. Hegde (2006) in his article examines that India has emerged as the largest producer of fruits in the world, with an annual production of 57.60 million tonnes over an area of 5.2 million hectares, as against the world production of 300 million tonnes. India produces around 50% of the world’s mango, Mango a native fruit of India, is now grown in over 87 countries. India is the largest producer of mango, with an annual production of about 10 million tonnes. More than 1000 varieties are grown in India, of which only 20 are commercially cultivated. Out of 10 million tonnes, around 40,000 tonnes of mango is exported as fresh fruits are decided on the basis of appearance factor (i.e. size, shape, pattern, gloss, colour and physical defects). The researcher points out that necessary and adequate infrastructure, efficient logistic management, human resources development and multidisciplinary research is essential to enhance quality of export of fresh horticulture produce. Only integrated and concerted efforts of growers, suppliers, shippers, transporters and exporters can bring about satisfactory results.

Edward A. Evans (2008) in this article analyses that Mangoes are produced in over 90 countries worldwide. Asia accounts for approximately 77% of global mango production, the United States has developed most of the popular cultivars traded on the international market. It is also the largest single-country mango importer. This article summarizes some

of the recent trends in world and U.S. mango production, trade, and consumption. The researcher examines that while only a small proportion of total mango production enters international trade (less than 4%), the volume traded has risen substantially over the last decade. Among the factors responsible for increased mango production, trade, and consumption are lower prices, year-round availability, fewer trade barriers, longer shelf life, and consumer interest.

B. C. Biswas and Lalit Kumar (2011) in this article shows that the more than 50 percent of world mango production is contributed by India but unfortunately mango productivity in the country is declining over the years. general mango culture, the causes of low productivity, The important mango producing states are Andhra Pradesh, Uttar Pradesh, Karnataka, Bihar, Gujarat, Maharashtra, Tamil Nadu, West Bengal, Kerala, and Orissa. Traditional planting method, poor management of the orchard, low or no use of plant nutrients, improper irrigation or no irrigation, use of low yielding old varieties, problems of alternate bearing of mango trees, etc are some of the important reasons of declining mango productivity in the country. The researcher points out that adoption of High Density Planting with hybrids and high yielding varieties, better management of the orchards, use hormones to induce flowering and fruiting etc result in higher mango productivity which can be considered to a revolution in mango production. But due to certain limitations, mango productivity is declining in the country. In the traditional low density cultivation, per ha plant population in mango orchard ranges from 75 –100. Such situation, mango trees become very big, which make it difficult to perform the needed cultural operations, like training, pruning, disease pests control poor water management etc.

Muhammad Sham Younis, Masood Sadiq Butt, Mian Kamran Sharif, Hafiz Ansar Rasul Sulerai and Faiza Hameed (2011) in this article analyses that the Mango is an important fruit crop cultivated in the region. Mango has turn out to be one of the imperative commercial fruit crops in the whole, worldwide distribution of mango production it is possible to supply fresh mango to worldwide markets year round. The fruit of mango varies in size, having different shape as heart shaped, slender and long, kidney shaped, round and oval. Skin color of ripened mango fruit can vary and it may be green, yellow, red, yellow green and yellow red. The researcher examine that the yellow-orange flesh have been surrounded the single flat seed which is contained in every mango. About 0.6% protein, 1.1% fiber has been contained by ripened mango pulp and from the above concentration considerable amount (2.4%) is of starch and calcium pectate has been anticipated to be 0.7%.

C.Sekhar, M. Selvarajan, A. Pounraj, M. Prahadeeswaran, and A.Vidhyavathi (2013) in this article examines that the Mango, "The King of Fruits" is known for its taste, flavor, attractive color and nutritional value. Though the area under mango is increasing, the productivity is declining in India over the years. India found to be the major producer and exporter of mango to the developing and the developed world. Tamil Nadu in India found to be the leader in fruit production followed by Maharashtra. When we compare the fruit production over the years, it is interesting to note that higher area under fruits have produced very meager increase in fruit production due to low productivity. In respect of productivity of mango, 2012-13 had witnessed highest production of mango. Percentage increase in production of mango is accounted to be 36.22 per cent in a decade of time.

Muhammad Sarwar (2015) in this article it is analyzed that Mango is attacked by several animate and inanimate pests and out of these problems insects are gaining significant proportion by which mango plants may collapse gradually or suddenly. The plants affected with these problems if are not properly managed, It is prone to damage by a large number of pests, diseases and disorders nearly, 200 insects are on records as the pests of mango. The foremost insect pests of mango are hopper, mealy bug, inflorescence midge, fruit fly, scale, shoot borer, leaf Webber and stone weevil. The researcher point out that the success of mango crop is associated with how effectively insect pests are managed and in the last few decades, pests management has taken a distinctly ecological approach.

Research Problem

In the recent years there are increase in production of Alphanso mango. The increase in production need to be properly marketed so that cultivator get fair prices.

The proposed research work endeavors to study the problem faced by the cultivator in marketing their mangoes in national and international market.

Objectives

Present study put forth following objectives;

1. To study marketing of mangoes.
2. To know the role of intermediary in marketing of Alphanso mango.
3. To analyze different marketing infrastructure in the supply of mangoes.
4. To examine problems faced in marketing system of mangoes.
5. To know the role of intermediary in marketing of Alphanso mango.

6. To suggest some measures in improving the existing marketing system of mangoes.

Hypotheses

This study set to test following hypotheses

1. The Alphanso mango created its own space in the market of India and the world.
2. The industries have been attracted to the Alphanso mango as a result of which we have so many by product of it available in market.

Scope of the Study

Study is going to be conduct in respect of Marketing of Alphanso mango in Konkan region with special reference to Sindhudurga, state of Maharashtra, India. Konkan region consisted four districts that are Sindhudurga, Ratnagiri, Raigad, and Thane.

Taluka list of Sindhudurga District

Sr. No.	Name of Taluka
1	Kudal
2	Kankavali
3	Deogad
4	Malvan
5	Vengurla
6	Sawantwadi
7	Vaibhavwadi
8	Dodamarg

Importance of the Study

Marketing plays a crucial role in the successful of agricultural development and improving the socio-economic condition of cultivator. Alphanso mango is mainly produced in Konkan region but there are many problems relating to marketing of Alphanso mango, such as lack of grading facilities, lack of storage facilities, transport facility, lack of market information, etc. all these problems need to be investigated and an attempt should be made to know the marketing condition of Alphanso mango..

The present study analyses the marketing problems faced by the mango cultivator in Konkan region.

Research Methodology

For the purpose of study in hand survey method is adopted for which questionnaire – schedule will prepared to collect the data from, as many as 100 sample , the selection of them will made randomly. The respondents which were available and willing to respond were considered for the purpose of data collection.

Present research is relied upon the primary data and secondary data. Primary data will be collect with the help of Survey Method by separate structured interview schedules to the concerned respondent, that is cultivators, intermediaries and consumer.

Data Sources:

The required data will be collected from primary and secondary data sources as follows;

A) Primary data sources:

Primary data were collected from sample collected from cultivators and middleman. The market intermediaries include commission agents, village merchants, wholesalers and retailers.

B) Secondary data sources

The study is based on both primary data and secondary data were collected from the books related to mango cultivation, Journals, Magazines, Publications, records of agricultural departments and report of horticultural departments, etc.

Organization of Study

Study is to be presented with the help of seven chapters as follows :

Chapter 1 : Introduction.

This chapter includes Introduction, objectives, hypotheses, scope and research methodology adopted for this study

Chapter 2 : Review of Literature.

This chapter would in compass review of early research in the field of marketing of fruit. This chapter would also include the conceptual inputs used for this study

Chapter 3 : Origin and Growth of Mango in India.

This chapter includes origin and growth of Mango in India.

Chapter 4 : Profile of Alphanso mango in Konkan Region.

This chapter profile of Konkan region in respect of cultivation of Alphanso mango.

Chapter 5 : A Study of infrastructural marketing facility and Intermediaries.

This chapter includes the study infrastructural marketing facility and Intermediaries in respect of marketing of mango.

Chapter 6 : Data Analysis and Interpretations.

This chapter includes the sample survey data tabulated, analyzed, interpreted and presented.

Chapter 7 : Findings, Conclusions and Suggestions.

This chapter includes the conclusions and recommendations for improvement in this regard.

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